



A Trip of Trends

Our annual trip to California for Spring Trials is always exciting and this year was no different. As I mentioned last month, our trip started off with a "little" earthquake in southern California and ended seven days and more than 1,000 miles later in Gilroy.

As crazy as the week was, we had a great time checking out the latest introductions and trends that were on display throughout the state.



Tim Hodson, Editorial Director

Be on the Lookout

In this issue, we will be sharing with you some of the trends that caught our eye. This year we saw some great breeding breakthroughs and other technological innovations that many of the breeders were introducing.

We also saw some great new merchandising concepts that breeders and others have developed to help put their products in consumers' shopping carts.

Another major trend on display this year was the continued explosion of edible products that are now available to growers. It seems like consumers can't get enough veggies, herbs and fruits and it looks like growers will have many new products to offer them to satisfy that hunger.

In the July issue we will be providing you with an overview of many of the new varieties that made their debut this year at California Spring Trials.

I've said it before and I will say it again, California Spring Trials is exhilarating, educational and exhausting. If you have never attended this fascinating event you just might want to

make plans for 2011. The tentative dates for next year are April 9 to 16.

Stay tuned to GPN and Hort TV for more information.

Don't Forget to Tune In

Speaking of Hort TV, be sure to check our special episode of California Spring Trials on Hort TV on www.gpnmag.com. While we were at California Spring Trials in April, we shot video of many of the breeders and other companies that were exhibiting this year that you can see on Hort TV. You can also see a brief recap of our action-packed week.



From left to right: Jasmina and I at the Shoppes on Main at Ball Horticultural Company in Santa Paula. Kim and Jasmina learn about Fides' dahlias from Reinoud Hagen. Hort TV is on location as GPN's publisher, Bob Bellew, shoots video at GroLink during California Spring Trials.

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